

LIVE
LIKE *Lou*

BRAND GUIDELINES

JANUARY 2023

A black and white photograph of a baseball field. In the background, several players in uniforms are visible, some standing and some in motion. The field is a mix of dirt and grass. The overall tone is grainy and historical.

VISION

LEAVE ALS
BETTER THAN
WE FOUND IT



MISSION

Create and connect communities to stimulate emerging ALS research and uniquely support families affected by Lou Gehrig's disease.

VALUES

✓ Courage

✓ Humility

✓ Tenacity

✓ Gratitude

BACKGROUND

Live Like Lou Foundation is a national nonprofit with a singular purpose to leave ALS better than we found it. Live Like Lou supports families affected by ALS, funds ALS research to find treatments and cures for Lou Gehrig's disease, and honors Lou Gehrig's legacy.

PRIMARY AUDIENCE

ALS families

They are from humble backgrounds, are happiest when they're with their family. They dedicate themselves to their ALS warrior. They admire Lou Gehrig's legacy and what he stood for.

SECONDARY AUDIENCES

Phi Delta Theta Members, ALS researchers and the broader ALS supportive community

tone

- Supportive
- Courageous
- Determined
- Hopeful
- Legacy

VISUAL IDENTITY





Primary

This is the full lock-up of the logo. To be used whenever space and layout allows.



PRIMARY

Secondary

This can be used when the primary lock-up doesn't fit the layout properly.



SECONDARY

Avatar

This is a brand icon that can operate freely from the primary logo. It is ideal for use when there is a space constraint, like a social media profile.



AVATAR

Base 4

This element can be used throughout the brand working with the primary, secondary & avatar elements to carry out the brand.



BASE 4



Foundation

This is to be used wherever the Live Like Lou Foundation should be highlighted.



FOUNDATION

Full tagline

This lockup can be used when the full tagline should appear with the logo.

Seal

This seal is an additional mark that can be used in more casual layouts where the audience is familiar with Live Like Lou. It is best used in conjunction with the primary or secondary logos.



FULL TAGLINE



SEAL

LOGO COLORS



Full-color

Use the full-color Live Like Lou lock-up whenever possible.



FULL-COLOR



REVERSED

Reversed

The reversed version of the identity is for use on a solid or photographic background where legibility of the full-color logo is limited.



ONE-COLOR



REVERSED



ONE-COLOR



REVERSED



Clear Space

Clear space is the area surrounding the identity. It ensures that the logo stands out in any environment and must stay free of any text or graphic elements.

Minimum clear space around the primary identity should never be less than the cap height (denoted as 1x on the right).

Minimum size ensures clarity and legibility of the logo. The primary logo should not be reproduced in print smaller than 0.93in” tall, while the primary logo for digital use should not be displayed smaller than 70 pixels.



CLEAR SPACE





Primary fonts

The fonts for Live Like Lou are Josefin Sans and Lexend. These fonts should be used on the web and in professionally produced marketing and sales materials.

Josefin Sans and Lexend are available through Google Fonts. You can find licensing information for Josefin Sans here: <https://fonts.google.com/specimen/Josefin+Sans> & Lexend here: <https://fonts.google.com/specimen/Lexend>.

Alternative fonts

Arial can be used in place of Josefin Sans and Lexend in desktop publishing or in on-screen applications where Josefin Sans and Lexend aren’t available, such as in Microsoft PowerPoint.

Numbers

Use Highway Gothic Expanded when numbers should be highlighted. This is available for download here: <https://www.dafont.com/highway-gothic.font?text=4>.

JOSEFIN SANS BOLD

HEADLINE

LEXEND MEDIUM

Body text lorem ipsum dolor sit amet, consectetur adipiscing elit. In in aliquam lectus. Duis euismod at turpis vel ullamcorper. Duis bibendum eu sapien ac.

LEXEND MEDIUM

Subhead 01

4

HIGHWAY GOTHIC EXPANDED

JOSEFIN SANS BOLD TRACKED AT 8%

SUBHEAD 02 OR EYBROW

ARIAL BOLD

HEADLINE

ARIAL REGULAR

Body text lorem ipsum dolor sit amet, consectetur adipiscing elit. In in aliquam lectus. Duis euismod at turpis vel ullamcorper. Duis bibendum eu sapien ac.

ARIAL REGULAR

Subhead 01

ARIAL REGULAR TRACKED AT 8%

SUBHEAD 02 OR EYBROW



<div>#0C2340</div> <div>12, 35, 64</div> <div>98, 84, 46, 51</div> <div>2757 C</div>	<div>#D8E1ED</div> <div>246, 246, 246</div> <div>12, 5, 2, 0</div> <div>2120C</div>			
	<div>#FFFFFF</div> <div>RGB 255, 255, 255</div> <div>CMYK 0, 0, 0, 0</div>		<div>#003087</div> <div>0, 48, 135</div> <div>100, 85, 9, 1</div> <div>DARK BLUE C</div>	
	<div>#F5F5F5</div> <div>246, 246, 246</div> <div>2, 2, 2, 0</div>	<div>#9EAF C8</div> <div>158, 175, 200</div> <div>32, 19, 9, 0</div> <div>6106 C</div>	<div>#EFB643</div> <div>239, 182, 67</div> <div>4, 24, 79, 0</div> <div>1235 C</div>	<div>#E9DBAE</div> <div>233, 219, 174</div> <div>7, 8, 28, 0</div> <div>7499 C</div>



QUESTIONS?
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